



Hamtaro



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Who's Hamtaro?

Is a Japanese manga, storybook and anime series created and illustrated by Ritsuko Kawai about an adventurous hamster named Hamtaro





Story



Hamtaro lives with a girl named Hiroko and has countless adventures with his hamster friends called the “Hamchans”





The original manga was made
as a fun guide for hamster care
aimed to children, released in
1997





In Japan, Hamtaro aired three anime series, released four movies, several specials, many video game/DVD releases and merchandise. By 2002, the franchise had generated \$2.5 billion in merchandise sales.





Adventures in the USA



Hamtaro was brought to the US by Viz Media in the year 2002, releasing the manga, storybooks and anime translated to English, the anime was broadcasted by Cartoon Network from October 2002 to December 2003, only airing 52 episodes, from the 290 of the original Japanese series.







Adventures in the USA



Viz Media and Cartoon Network miscalculated and misunderstood Hamtaro, they premiered the anime alongside Pokémon and Inuyasha, they thought that Hamtaro would be an instant hit just because it was an anime



The power of Hamtaro



Hamtaro is still very successful in Japan, is part of the childhood of 2000's kids from all over the world, but Hamtaro is not only a childhood memory, is also a figure of political change





The power of Hamtaro



The most delicious food is taxpayers money



DISSOLVE THE PARLIAMENT





BUDGET



“Young people grew up with these popular culture characters and they help add new dimensions to our movement, making it relatable and easy to communicate”

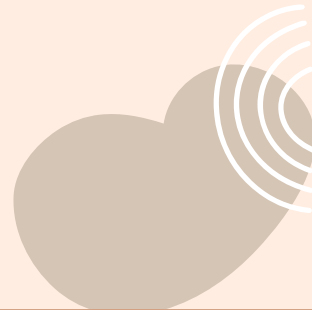




Arigatou, Hamtaro



In the anime, Hamtaro and his friends are always helping her owner when she is in trouble, it seems that Hamtaro hasn't stopped helping us





Thanks!



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